

# All Islands INSIGHTS



NEWS YOU **NEED** TO KNOW ABOUT **HAWAII REAL ESTATE**

VOL. 1, NO. 1

## Hawaii Has 2 of Top 10 Buyer Markets

The Real Trends Housing Market Report of January 22, 2008 named the "hottest" 10 real estate markets in the U.S. The survey was conducted by Housing Predictor, which regularly tracks 250 local real estate markets for performance. Despite a slowing national economy and a housing/mortgage crisis, each of the named markets is showing positive appreciation.

Honolulu actually placed first on the survey, followed by Maui at number three. It is testimony of the local Hawaii and a continuing demand for properties from mainland buyers that Hawaii can boast 20% of the top U.S. markets.

## TOP 10 Buyer Markets

1. HONOLULU, HI
2. Salem, OR
3. MAUI, HI
4. Bismark, ND
5. Sun Valley, ID
6. Biloxi, MS
7. Austin, TX
8. Grand Junction, CO
9. Spokane, WA
10. San Antonio, TX

## The Wright Stuff



by  
CENTURY 21 All Islands  
President & CEO  
James Wright

Circumstances are changing in the real estate market that will make things easier for both buyers and sellers. Here are the highlights of recent actions.

The U.S. Congress passed a comprehensive economic stimulus package. While the individual checks that will be issued do not seem like much of an impact in every household, the collective infusion of cash throughout the nation should provide a good shot in the arm for our economy.

The Federal Reserve has lowered interest rates 1.25%, to the point that most mortgage rates have reached near historic lows. These actions make it easier for buyers to afford monthly payments on a new home and easier for owners with a less than spectacular mortgage to consider re-financing or using a home equity loan.

Government loans are rising to higher limits, allowing more people to take advantage of both FHA and VA programs. These government-backed loans are becoming much more attractive to lenders and borrowers as qualification for traditional loan products has become more stringent in reaction to the sub-prime crisis. Money may not be as easy to borrow as it was a year ago, but conditions have improved dramatically and there is again a ready supply of purchase mortgage money for qualified buyers.



## NINJA Sales Training Brings Clients Better, More Responsive Service

CENTURY 21 All Islands is providing statewide training available to all of its licensed agents and brokers in the Ninja Selling System. The sales process was developed in Colorado by broker Larry Kendall.

The Ninja system is based on a philosophy of building relationships, listening to the customer and then helping them achieve their goals. What it teaches individual agents is less about selling and more about helping people buy. When mastered, the skills imparted assist agents in providing the highest level of service to their customers.

"We see the Ninja system as a win-win proposition," stated All Islands Senior Vice President and CFO Cheryl Dillon. "Our customers receive a level of service and professionalism that will set us apart from the competition, which in turn leads to more referrals and customer loyalty, all of which creates a better income for our agents and the company. When things are done consistently right, everybody benefits."

# WHAT'S HAPPENING...

OAHU

<b>OAHU</b>	<b>2007</b>	<b>2006</b>	<b>% CHANGE</b>
<b>Single Family Home</b>			
Average Sales Price	\$794,183	\$778,393	2%
Number of Sales	750	935	-20%
<b>Condo</b>			
Average Sales Price	\$381,263	\$363,639	5%
Number of Sales	1,155	1,304	-11%
Residential \$ Volume	\$4.977 Billion	\$5.465 Billion	-9%

KAUAI

<b>KAUAI</b>	<b>2007</b>	<b>2006</b>	<b>% CHANGE</b>
<b>Single Family Home</b>			
Average Sales Price	\$906,040	\$902,850	1%
Number of Sales	409	475	-8%
<b>Condo</b>			
Average Sales Price	\$705,350	\$500,508	41%
Number of Sales	295	698	-58%
Residential \$ Volume	\$604 Million	\$793 Million	-24%

MAUI

<b>MAUI</b>	<b>2007</b>	<b>2006</b>	<b>% CHANGE</b>
<b>Single Family Home</b>			
Average Sales Price	\$920,807	\$941,434	-2%
Number of Sales	1,138	1,088	-14%
<b>Condo</b>			
Average Sales Price	\$816,867	\$773,215	6%
Number of Sales	1,179	1,210	-3%
Residential \$ Volume	\$2.011 Billion	\$1.960 Billion	3%

HAWAII (BIG ISLAND)

<b>HAWAII (BIG ISLAND)</b>	<b>2007</b>	<b>2006</b>	<b>% CHANGE</b>
<b>Single Family Home</b>			
Average Sales Price	\$570,500	\$504,030	13%
Number of Sales	1,677	2,084	-20%
<b>Condo</b>			
Average Sales Price	\$508,040	\$508,050	-1%
Number of Sales	516	750	-31%
Residential \$ Volume	\$1.265 Billion	\$1.572 Billion	-20%

# NEW WAIKIKI OFFICES NOW OPEN

Waikiki operations for CENTURY 21 All Islands was recently moved from a single location to two new offices at Waikiki Trade Center, located at the corner of Kuhio and Seaside in the heart of the bustling tourist center.

One of the offices is on the ground level, surrounded by retail and restaurants. The décor for the 730 square foot space is decidedly Hawaiian, including quartzite floors, a rock wall with a waterfall, bamboo and lauhala fabric walls and faux plantation style tin-roofed eaves. Agents working in the office utilize polished hardwood furnishings accented by photos from early Hawaii. Only the desktop computers suggest the high-tech capabilities of the operation.



The second office is a 2,100 square foot business on the Trade Center's twelfth floor. Although it is arranged more like a traditional real estate office, the suite features panoramic ocean views and overlooks both the Royal Hawaiian Hotel (the "pink palace") and the landmark Sheraton Moana Surfrider, which was one of the first hotels to be built on Waikiki Beach.

"We are truly fortunate to have two facilities that reflect the lifestyle and environment we are selling here in Waikiki," noted Broker In Charge Rain Magyar. "Visitors to the retail office begin to feel what it would be like to live in Hawaii even before we take them to view potential properties."

## We Speak International Real Estate.



Recent gains experienced by foreign currencies against the American dollar have sparked a renewed interest in real estate investment in Hawaii from foreign markets. CENTURY 21 All Islands is uniquely poised to meet that increased interest and demand given the language skills of its licensed agent and broker team.



"CENTURY 21 All Islands has staff members who fluently speak, read and write in over 30 languages," commented company President and CEO James Wright. "While many of Hawaii's foreign visitors know English, they are usually more comfortable handling a transaction with someone who can speak their language. With our skilled team there are very few parts of the globe we do not have covered. We are ready to handle direct inquiries from potential buyers and are also available to help other realtors capably work with their foreign buyers."

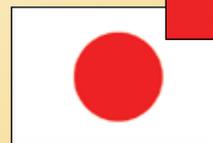


As the largest CENTURY 21 franchise in Hawaii, All Islands also brings to the table the affiliation with more than 8,400 Century 21 offices in over 62 countries. This helps their team overcome not only language barriers, but also cultural sensitivities and differences that can impact a transaction.



### LANGUAGES SPOKEN BY CENTURY 21 ALL ISLANDS AGENTS

Japanese • French • Spanish • Mandarin • Cantonese • Swedish • Danish • Norwegian • Kapampangan • Tagalog • Ilocano • Hindi • Bengali • Punjabi • Urdu • Arabic • Serbian • Thai • Vietnamese • Korean • German • Portuguese • Romanian • Hungarian • Russian • Italian





# *Congratulations!*

## 2007 CENTURY 21 ALL ISLANDS AWARD WINNERS

### **GRAND CENTURION**

Ruthie Schultz, Kauai • Cindy Griffey, Big Island • Kenneth Kubiak, Kauai

### **DOUBLE CENTURION**

Robbie Dein, Maui • Margie O'Neill, Oahu • Danette Andrews, Kauai

### **CENTURION**

Matthew Beall, Kauai • Vineeta Jetley, Oahu • Nathan Smith, Kauai  
 Barbara Morrison, Kauai • Kim Brady, Kauai • Philip Uehisa, Oahu  
 Josh Jerman, Maui • Vickie Graham, Oahu • Donald Pixler, Kauai  
 Claudia Murphey, Oahu • Melissa Bantilan, Maui • Lou Dubuque, Kauai  
 Judith Gibbs, Maui • Sally Palafox, Oahu • Ronnie Margolis, Kauai  
 Tom Austin, Kauai • Betty Bell, Kauai • Lisa Vye, Kauai • Maile Masada, Maui

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### **CENTURY 21 All Islands**

6700 Kalaniana'ole Highway, Suite 210  
 Honolulu, Hawaii 96826

